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GREENBLUM & BERNSTEIN, P.L.C.
1950 ROLAND CLARKE PLACE
RESTON, VA 20191

EXAMINER

SHANG, ANNAN Q

ART UNIT	PAPER NUMBER
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2614

DATE MAILED: 02/13/2004

9

Please find below ~~and~~/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/610,107

Applicant(s)

KOSHIBA, KEIICHI

Examiner

Annan Q Shang

Art Unit

2614

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 05 July 2000.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-46 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-46 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. §§ 119 and 120

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some * c) ☐ None of:
- 1) ☒ Certified copies of the priority documents have been received.
 - 2) ☐ Certified copies of the priority documents have been received in Application No. _____.
 - 3) ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 13) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application) since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.
- a) ☐ The translation of the foreign language provisional application has been received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121 since a specific reference was included in the first sentence of the specification or in an Application Data Sheet. 37 CFR 1.78.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 6, 7 & 8.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims 1-9, 11-22, 27-29 and 31-46, are rejected under 35 U.S.C. 102(b) as being anticipated by **Barnett et al (6,336,099)**.

As to claim 1, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a data management method comprising the following:

the claimed "adding particular identifying data to each information unit in various kinds of information," is met by Coupon Distributor (CD) 16 and Coupon Issuers (CI) 14 (CD/CI 16/14) (figs. 1, 3, col. 6, lines 52-65 and col. 11, lines 25-29), note that each CD/CI 16/14 issues coupons "various kinds of information" and includes coupon "information unit" parameters, such as Uniform Product Code (UPC), "particular identifying data" expiration date, company and product information, etc, to all the coupons which are packed in Coupon Packages File (CPF) 40;

the claimed "storing and managing, by an information management apparatus..." On-line Service Provider (Onl-SP) 2 (col. 8, lines 6-22 and lines 40-48), note that Onl-SP 2, includes Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Bulletin Board Type

File and Coupon Packages and Advertising Database 40, that stores and manages the various coupons and information related associated with the identifying data;

the claimed "transmitting, when information recipient selects information from among said various kinds of information..." is met by CD/CI 16/14 (col. 6, lines 58-65); when remote personal computer (RPC) 6, "an information recipient" selects coupons via On-line Service Provider (OnI-SP) 2, CD/CI 16/14 utilizes the user-specific data "data particular to that information" and coupon redemption data to compile coupon packages targeted specifically at the user via digital satellite, PSTN, etc. "communication means," (fig. 8, col. 6, lines 55-58 and col. 13, lines 43-53); where when CD/CI 16/14 receives the user-specific data (col. 7, lines 27-30) associated with RPC 6 it "registers and stores" the RPC 6, specific data associated with the RPC 6 (col. 6, lines 58-65), note further that OnI-SP 2 also "registers and stores" user of RPC 6 specifics (col. 7, line 56-col. 8, line 5);

the claimed "accessing and calling, by said information recipient, management information in said information apparatus..." is met by RPC 6 (figs. 6, 7 and col. 8, lines 8-33), note that when the user "information recipient" of RPC 6, registers with OnI-SP 2, the user can access and order or request "calling" for a package of electronic coupons from OnI-SP 2, by selecting download coupon button 64 and OnI-SP 2 generates the requested coupons and transmits via communication interface 20, note further that RPC can be a wireless receiving device (fig. 8 and col. 13, lines 43-53); note further that OnI-SP 2 is in communication with CD/CI 16/14, transmitting user/feedback data and receiving packages of coupons and stores individual users coupon data packages

based on demographic data and historic buying profiles stored in demographic data file 42, and transmits to the various RPC 6 upon;

As to claim 2, the method is composed of the same structural elements that were discussed in the rejection of claim 1, note further that the various coupons includes unique user bar code 90 encoded with user specific information (fig. 5 and col. 7, lines 27-30).

As to claim 3, Barnett further discloses where the coupons have video information or UPC or user specific data (col. 7, lines 51-55 and col. 11, lines 24-29).

As to claim 4, Barnett further discloses where the coupons are printed in printed materials (col. 7, lines 6-11).

As to claim 5, Barnett further discloses where the coupons are aired or broadcast via satellite (fig. 8 and col. 13, lines 43-53).

As to claim 6, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose a data management method comprising the following: the claimed "sending reference data added information comprising various kinds of information having at least video information..." is met by On-line Service Provider (Onl-SP) 2 (col. 8, lines 29-33 and lines 40-48), note that Onl-SP 2, includes Communication Server 44 which accesses user selections, sending coupons with associated advertising materials, message data and Bulletin Board Type File (Ass Inf/BBTF) "reference data" which constitutes detailed information for the various coupons from Coupon Distributor (CD) 16 or Coupon Issuer (CI) 14 (CD/CI 16/14), whereby the user "an information recipient" of Remote Personal

Art Unit: 2614

Computer (RPC) 6 "information receiving apparatus" can select some information from the BBTF sent to RPC 6, and further enabling communicating of messages to/from Onl-SP 2 via satellite or other communications, regarding any issue of interest (col. 8, lines 40-48), note also that Onl-SP 2 is in constant communication with CD/CI 16/14 CD to retrieve specific coupons; the claimed "sending identifying data particular to said selected information to an information..." is met by the User of RPC 6 (col. 8, lines 39-48), note that the User or RPC 6, post messages that includes User Specific Data on BBTF with the selected coupons and transmits from RPC 6 "information receiving device" to Onl-SP 2, where Onl-SP 2 upon receiving the BBTF of the various identifying data and the data added communicates "calling" via satellite, etc., (fig. 8, lines 43-53) to CD/CI 16/14 "information providing apparatus or another external device" to retrieve the request coupons and specific data of interest; the claimed "registering and storing said data in association with said information..." is met by Onl-SP 2 (col. 8, lines 14-21), note that Onl-SP 2 registers and stores the individual retrieve coupons with the addition data associated with the user; the claimed "accessing and calling, by said information recipient, management information in said information management apparatus..." is met by User of RPC 6 (col. 8, lines 40-48), note that the collected responses is posted on the Server 44, and allows the user to fetch "accessing and calling" the response in Server 44 of Onl-SP 2, from wireless RPC 6 "a communications terminal," (fig. 8 and col. 13, lines 43-53), note that the wireless RPC 6 performs the same function as RPC 6 the receiving device, that permits the User to transmit/receiver the various data or information to/from Onl-SP 2,

As to claim 7, the method is composed of the same structural elements that were discussed in the rejection of claim 6.

As to claim 8, the method is composed of the same structural elements that were discussed in the rejection of claim 6, note further that Onl-SP 2, stores and manages the BBTF with the added messages to retrieve individual coupons to met the request of the users (col. 8, lines 39-48).

As to claim 9, the method is composed of the same structural elements that were discussed in the rejection of claim 8.

As to claim 11, Barnett further discloses where "message data and the user-specific data" identifying data" are particular codes added to each piece of Coupons prior to sending the Coupons and the added information from CD/CI 16/14 to RPC 6 (col. 7, lines 36-55).

As to claim 12, Barnett further discloses when registering and storing the Coupons with message data and user-specific information the user registers and stores subset of the Coupons from among selected date indicating information and sponsor information (fig. 5, col. 7, lines 22-40, col. 12, lines 29-45 and lines 55-67), where the user accesses management information in Onl-SP 2 from RPC 6 by the selected date indicating the information and user specific redemption data (col. 7, lines 51-55) which includes a retrieval key.

As to claims 13 and 14, note Barnett displays the requested Coupons and user-redemption data on RPC 6 and inherently teaches where the user-specific redemption

data includes a retrieval key made up of selected date and sponsor information to enable the user to retrieve appropriate requested coupons (col. 7, lines 36-41, line 56-col. 8, line 5 and col. 10, line 65-col. 11, line 29).

As to claim 15, the claimed "an information providing apparatus..." is met by CD/CI 16/14 (col. 6, lines 52-65) and comprises Coupon Redemption Center (CRC) 13 "an information production means" (col. 7, lines 36-55) that produces various Coupons with the Video information, message data, user-specific data and advertising associated with the Coupons, where an information transmitting means transmits Coupons and its associated data to CD/CI 16/14.

As to claim 16, Barnett further discloses where the CD/CI 16/14 includes mark additional means for adding message data "a mark to reference data added information" to indicate that a message data has been added to Ass Inf/BBTF data "reference data" (col. 8, lines 39-48).

As to claim 17, Barnett further discloses where CD/CI 16/14 comprises information sending means for associating user-specific data with message data and sending to Onl-SP 2 by broadcast or other communication (fig. 8, col. 8, 39-48 and col. 13, lines 43-53).

As to claim 18, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose an information providing apparatus comprising the following: the claimed "information production means for producing various kinds of information having at least video information..." is met by Coupon Distributor (CD) 16 or Coupon Issuer (CI) 14 (CD/CI

16/14) (figs. 1, 3 col. 6, lines 52-65 and col. 11, lines 25-29), note that CD/CI 16/14 are information producing means for producing Coupons "various kinds of information" having video and audio information; the claimed "data editing means for adding reference data..." is inherent to CD/CI 16/14 (col. 9, lines 8, lines 14-38 and col. 9, lines 41-45), note the CD/CI 16/14 adds associated advertising materials "detailed information" with each Coupon to produce Coupon, message data and associated advertising materials "reference data added information" to each Ass Inf/BBTF "reference data; the claimed "information transmission means for adding a particular identifying data to the said reference data..." is met inherent to CD/CI 16/14 (col. 6, lines 62-65 and col. 7, lines 21-34), note that CD/CI 16/14 for adds user-specific data "particular identifying data to the Coupon to produce Coupon and associated advertising materials and transmits the same to Remote Computer (RPC) 6 "information receiving device" by broadcast or other communication (fig. 8, col. 6, lines 42-48 and col. 13, lines 43-53); and further CD/CI 16/14 "information sending means" associates the identifying data with Coupon to produce Coupon and associated advertising materials and sends the same to On-line Service Provider (Onl-SP) 2 "information management apparatus" (col. 8, lines 29-33 and lines 40-48), for broadcast or other communications.

As to claim 19, the method is composed of the same structural elements that were discussed in the rejection of claim 18; the claimed "identifying data addition means" is inherent to CD/CI 16/14 and also is equivalent to "data editing means."

As to claim 20, the claimed "information reception means for receiving reference data added information..." is met by T 20 or RPC 6 (figs. 1, 8, col. 6, line 66-col. 7, line 5 and col. 13, lines 43-53) which transmits/receives information from CD/CI 16/14 via OnI-SP 2; the claimed "display means for displaying information..." is met by Display Screen 60; the claimed "designation reception means..." is met by T 20 which is also is a data sending means (col. 8, lines 23-48).

As to claim 21, the claimed "memory means for storing the various kinds of information received..." is met by Coupon Database 30 (fig. 2, col. 8, lines 23-33 and col. 9, lines 1-16), note that RPC 6 can store and playback coupons.

As to claim 22, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose an information receiving device comprising the following: the claimed "information reception means for receiving reference data added information result from addition of reference data..." is met by Transceiver (T) 20 or Remote Computer (RPC) 6 (fig. 8, col. 7, lines 56-col. 8, line 5 and col. 13, lines 43-53), note that RPC 6 includes T 20 "information reception means" for receiving Coupon to produce Coupon and associated advertising materials and user-specific data "reference data added information resulting from addition of reference data constituting detailed information" for various Coupons having video information and audio information (col. 7, lines 22-35 and col. 8, lines 15-33); the display means is met by Display 24; the claimed "designation signal reception means...and data sending means..." are met by T 20 (col. 8, lines 22-33) which receivers signals designating information which are Coupons that have been selected

among other Coupons and sends user-specific data and the selected Coupons to On-line Service Provider (Onl-SP) 2 "information management apparatus" (col. 8, lines 29-33 and lines 40-48), for broadcast or other communications.

Claim 27 is met as discussed with respect to claim 28.

As to claim 28, note **Barnett et al** reference figure 1, disclose method and system for electronic distribution of product redemption coupons and further disclose an information management apparatus for managing reference data comprising detailed information for various kinds of information having at least video..., apparatus comprises the following; the claimed "read-out means for reading out information..." and "identifying data reception means for receiving identifying data..." are inherent to Online Communication Server (OnComS) 44 (fig. 6 and col. 8, lines 39-47), note that OnComS 44 reads out information from Coupon Packages file 40 "memory means" and Coupons and user-specific information "identifies particular data to information selected from among Coupons "various kinds of information" received from Data Communication Interface 48 "identifying data reception means" from Remote Computer (RPC) 6 "information recipient"; the claimed "data management means for associating said identifying data..." is met by Demographic Data File (DemoDF) 42 (col. 8, lines 12-38), note that DemoDF 42 associates Coupons and user-specific data "reference data added..." with RPC 6 registers and manages RPC 6 requests (col. 7, line 63-col. 8, line 5 and line 39-48); the claimed "retrieval means for retrieving said identifying data or reference data added..." is met by OnComS 44 and Online Service Provider (On-SP) 2 (col. 8, lines 39-48), note that OnComS 44 and On-SP 2 retrieves Coupons with user-

specific data and related registered and managed in association with RPC 6
“information recipient” and transferring message data to appropriate destination “call
out” to collect the response from a communication terminal where the Data
Communication Interface sends out the response to the particular RPC 6 that requested
for specific Coupons (col. 8, lines 39-48).

As to claim 29, Barnett further teaches a RPC 6 that includes Mouse or Keyboard
Inputs 22, “control inputs for an information recipient...” (col. 9, lines 59-67), and T 20
that transmits/receives information “calling out registered information” to/from OnI-SP 2
and further includes a Display Screen 60 (col. 7, lines 56-62).

As to claim 31, Barnett further discloses a data management system used in the
data management method comprising the following; information providing apparatus,
information receiving device and information management apparatus; the claimed
“information providing apparatus...” is composed of the same structural elements of the
apparatus of rejected claim 19; the claimed “information receiving device” is composed
of the same structural elements of the apparatus of rejected claim 22 and the claimed
“information management apparatus” composed of the same structural elements of the
apparatus of rejected claim 28.

As to claim 32, note **Barnett et al** reference figure 1, disclose method and
system for electronic distribution of product redemption coupons and further disclose an
information management system comprising the following: the claimed “an information
providing apparatus for transmitting various kinds...” is met by Coupon Distributor (CD)
16 or Coupon Issuer (CI) 14 (CD/CI 16/14 (figs. 1, 3 col. 6, lines 52-65 and col. 11, lines

25-29), note that CD 16 or CI 14 are information producing means for producing Coupons "various kinds of information" having video and audio information; the claimed "an information receiving device for receiving the various kinds of information" is met by Remote Computer (RPC) 6 (figs 4a, 8 and col. 7, lines 56-62) which receives Coupons "various kinds of information"; the claimed "registration designation means for designating registration of some or all said kinds of information received by said information receiving device..." is met by Coupon Data File or Database 30a/30 of RPC 6 (col. 8, lines 23-33 and col. 9, lines 1-16), note that the user of RPC 6 receives the various Coupons and select and store a subset of Coupons in Database 30b of RPC 6 (col. 9, line 6); the claimed "registered information transmission means...." is met by Transceiver (T) 20 (col. 8, lines 23-29) which is transmits Registered Coupons and user-specific data 30d (col. 9, lines 11-12) to On-SP 2 "an information management apparatus" (col. 8, lines 8-33 and lines 39-48) that stores and manages the Coupons and associated information or message adding code particulaer to the Coupons and user-specific data in addition to information or messages manage in a whole or in part and transmits "call out" to "Communication Terminal" of CD/CI 16/14 "Communication Terminal" to retrieve the requested Coupons if not store at On-SP 2 (fig. 1) note that the user feedback data is sent to CD/CI 16/14 which is in constant communication with CD/CI 16/14 to retrieve appropriate coupons on the basis of the assigned code and user-specific data and requested coupons.

Claim 33, the information management system is composed of the same structural elements that were discussed in the rejection of claim 32, note that the

claimed "identifying data particular to information designation registration..." is met by the message data associated with the Bulletin Board Type File (BBTF) associated with the Coupons.

Claim 34, the information management system is composed of the same structural elements that were discussed in the rejection of claim 32.

Claim 35, the information management system is composed of the same structural elements that were discussed in the rejection of claim 32, the claimed "a broadcast transmitting apparatus..." is met by On-SP 2 or CD 16 (fig. 8, col. 13, lines 16-30 and lines 43-53); the claimed "a television receiver or set top box..." is met by Satellite Receiver or RPC 6.

Claim 36, the information management system is composed of the same structural elements that were discussed in the rejection of claim 32, the claimed "a broadcast transmitting apparatus..." is met by On-SP 2 or CD 16 (fig. 8, col. 13, lines 16-30 and lines 43-53); the claimed "a television receiver or set top box..." is met by Satellite Receiver or RPC 6.

Claim 37, the information management system is composed of the same structural elements that were discussed in the rejection of claim 32, the claimed "a broadcast transmitting apparatus..." is met by On-SP 2 or CD 16 (fig. 8, col. 13, lines 16-30 and lines 43-53); the claimed "a television receiver or set top box..." is met by Satellite Receiver or RPC 6.

Claim 38 is met as previously discussed with respect to claim 18.

Claim 39 is met as previously discussed with respect to claim 18.

Claim 40 is met as previously discussed with respect to claim 20.

Claim 41 is met as previously discussed with respect to claim 20.

Claim 42 is met as previously discussed with respect to claim 20.

Claim 43 is met as previously discussed with respect to claim 27.

Claim 44, the information management system is composed of the same structural elements that were discussed in the rejection of claim 32, note further that On-SP 2 is in constant communication with CD/CI 16/14 to update its Coupon Database 40 irrespective of whether or not there is a request from RPC 6.

Claim 45, the information management system is composed of the same structural elements that were discussed in the rejection of claim 32, note further that On-SP 2 is in constant communication with CD/CI 16/14 to update its Coupon Database 40 irrespective of whether or not there is a request from RPC 6.

Claim 46, the information management system is composed of the same structural elements that were discussed in the rejection of claim 32, note further that On-SP 2 is in constant communication with CD/CI 16/14 to update its Coupon Database 40 irrespective of whether or not there is a request from RPC

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 10 and 23-26, are rejected under 35 U.S.C. 103(a) as being unpatentable over **Barnett et al (6,336,099)** as applied to claim 6 above, and further in view of **Voyticky et al (6,438,751)**.

As to claim 10, Barnett teaches all the claimed limitations as previously discussed with respect to claim 6, but fails to explicitly teach user-specific data, messages, etc., "identifying data" contains at least information indicating time selected by said information recipient and information indicating channel receiving information selected by said information recipient.

However, note **Voyticky et al** disclose method and apparatus that enables a user to store information while watching a television broadcast where the event information transmitted to the server, includes time and channel selected by the user (fig. 7, col. 5, lines 27-33, lines 50-54 and col. 9, lines 53-65).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Voyticky into the system of Barnett to provide a selected channel and time information of the user to the server to enable the broadcaster or server to determined an assortment of products or Coupons that were presented to the user during the selected time, the channel information and further enable CD/CI 16/14 or Coupon Providers to monitor viewer history or preference with respect to channels, time of viewing, etc., for future targeting of coupons or advertisement.

As to claim 23, note **Barnett et al** reference discloses a remote controller (RC) comprising the following: the claimed remote controller that sends signals to information

receiving..." is met by Mouse or Keyboard Input 22, (col. 9, lines 59-64), which sends commands "signals" to RPC 6 "an information receiving device" (that is composed of the structural elements as previously discussed with respect to claim 22), to scroll through Coupons and select Coupons.

Barnett fails to explicitly teach RC designating certain information among the reference data added information, in response to control inputs of an information recipient, where the operation is performed for designated information, identifying data particular to the designated information and send to an information management apparatus, either directly or via communications means.

However, note **Voyticky et al** teach Handheld Remote (HRC) 105 that identifies events "identifying data particular to the designated information" and stores time and channel information and transmits to an Internet Server 107 via Home Computer 106 (figs. 1, 7, col. 5, lines 27-33, lines 50-54 and col. 9, lines 53-65).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Voyticky into the system of Barnett to provide an RC that can identify particular data, store the information and communicate with information management apparatus or Server directly or via a communication means and provide the user additional communication terminal for transmitting/receiving information to/from the server.

Claim 24 is met as previously discussed with respect to claims 10 and 22, note further that Voyticky HRC 105 can transmit/receive information to/from Home TV 102 "receiving device" (fig. 1)

Claim 25 is met as previously discussed with respect to claims 10.

Claim 26 is met as previously discussed with respect to claims 10, note that the claimed "plurality of information designating buttons for separate individuals" is met by event and transfer buttons (col. 5, lines 14-26), note that each individual HRC 105 is initializes to each individual home device and as such performs function specific to the each individual home configuration which sent as an SDC table to the server (col. 12, line 64-col. 13, line 16).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the teaching of Voyticky into the system of Barnett to provide an RC with plurality of buttons for separate individuals to enable the server or management station to identify the individual requesting for information.

5. Claim 30, is rejected under 35 U.S.C. 103(a) as being unpatentable over **Barnett et al (6,336,099)** as applied to claim 29 above, and in view of **Martin, jr. et al (6,564,147)**.

As to claim 30, Barnett teaches all the claimed limitation as previously discussed with respect to claim 29, and further teaches Onl-SP 2 storing coupons with user-specific data, demographic information, etc., and delivering requested coupons to RPC 6, but fails to explicitly teach where RPC 6 "communication terminal" includes information indicating region is registered and stored in cases identifying data or reference data added information or reference data or related data are associated with the RPC 6 "information recipient" and registered and stored by the Onl-SP 2, where the RPC 6 is also a navigation terminal or PHS, the region indicating information is

compared with current position information resident in the navigation terminal or PHS, and when both sets of information match or are close the reference data added information or reference data or related data are displayed on the navigation terminal or PHS.

However, note **Martin, Jr. et al** reference, teach a two-way interactive mobile wireless computing devices Mobile Device (MD) 106 (fig. 1, col. 3, lines 11-20), where a server stores geographical location and information of MD 106 and the cellular wireless network determines the MD 106 specific geographical location information combine with current time to select targeted idle content or advertisement (col. 11, lines 34-60), note further that the MD 106 includes a browser program that accepts navigation commands from a user, accesses specific encoded information and displays target content or advertisement base on geographical location as MD 106 moves from one region to the other.

Therefore it would have been obvious to one of ordinary skill the art at the time of the invention to incorporate the teaching of Martin, Jr. into the system of Barnett in order to provide store location information of a communication device and navigation information to target appropriate advertisements, coupons to appropriate geographical areas and generate income.

Conclusion

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Wugofski (6,567,106) discloses multipurpose channel banner.

Chen et al (6,564,147) disclose GPS traveling control system and method.

Houston (6,353,929) discloses cooperative system for measuring electronic media.

Simons et al (6,230,143) disclose system and method for analyzing coupon redemption data.

Rothmuller (6,075,526) discloses method and apparatus for sorting and searching a television program guide based on user profile

Hyodo (5,937,390) discloses on-line advertising system and its method.

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Annan Q Shang** whose telephone number is **703-305-2156**. The examiner can normally be reached on **700am-500pm**.

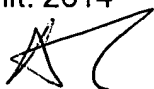
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **John W Miller** can be reached on **703-305-4795**. The fax phone number for the organization where this application or proceeding is assigned is **703-872-9306**.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the **Electronic Business Center (EBC)** at **866-217-9197 (toll-free)**.

Application/Control Number: 09/610,107

Page 20

Art Unit: 2614



Annan Q. Shang.



JOHN MILLER
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600